

16th YEAR • A WEEKLY PUBLICATION

File copy
3/19/56

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

fashion

january						
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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 16, 1956</u>			
Friday March 16 9:00 A.M. Breakfast And 12:00 Noon Luncheon	TWO SHOWINGS OF IMPORT FASHIONS The Fashion Group's semi-annual import fashion show. Speaker: Jessica Daves, Editor-in-Chief of "Vogue". Co-Chmn. of Ready-To-Wear Division: Bettina Ballard and Margaret deMille. Prices: Breakfast--\$5.00 (members), \$8.00 (guests); Luncheon--\$7.50 (members), \$10.00 (guests). <u>Member and one guest may attend one of the 2 showings.</u> Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Friday March 16 5:30 P.M.	SHAMROCK COCKTAIL PARTY Tickets: \$6.95; contact: Miss Tina, LA. 4-7950.	SOCIETY OF AMERICAN FASHION DESIGNERS	HOTEL PLAZA BALLROOM
Friday March 16 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS <u>March 16:</u> Herma G. <u>March 23:</u> Cesar Rubio (fashions by Seymour Jacobson). Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
March 17	ST. PATRICK'S DAY (Saturday).		

WEEK BEGINNING SUNDAY, MARCH 18, 1956

Sunday March 18- March 21	NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors and syndicate writers will be invited to attend press showings of Dallas Summer fashions by: Brogan & Jennings, Mary Carter, Ike Clark Sportswear, Julie Clark Junior, Clock-Wise Fashions, Charles Dickey, Donovan Mfg. Co., Facho, Gay's Originals, Green Bros., Higginbotham-Bailey, Johnston, Kohen-Ligon-Folz, I. & L. Mfg. Co., Leighton Mfg. Co., Lorch Mfg. Co., Marcy Lee Mfg. Co., Miller-Cupaioli, Justin McCarty, Nardis Sportswear, Helen Scott, Vanette Hosiery Mills, Westway Sportswear, Clifton Wilhite, Zelenka-Tauben. Contact: Mrs. Clyda Johnson, Dallas Fashion Center, 1101 Commerce Street, Dallas.	DALLAS FASHION CENTER	DALLAS, TEXAS
Monday March 19 11:00 A.M.	SHOWING OF COIFFURES Abraham & Straus will present historic, contemporary and futuristic coiffures. Open to public. Publicity: Dolores Hartig, TR. 5-7200.	ABRAHAM & STRAUS	8TH FLOOR FEATURE EVENTS CTR.
Monday March 19 12:00 Noon Luncheon	"TRAIL BLAZER AWARDS" LUNCHEON Subject: "Are We Leading Consumers Down the Right Trail?" Speaker: Charlotte Montgomery, writer and consultant. Prices: \$5.50, members; \$7.50, guests. Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 19 1:30 P.M.	CUSTOMER SHOWING: IMPORTS AND COPIES Ohrbach's will present imports and copies. Open to public. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	5TH FLOOR GREY ROOM
Monday March 19 All Day	SHOWING OF IMPORTS AND COPIES Russeks will present their Italian and French import originals and copies. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
March 20	FIRST DAY OF SPRING (Tuesday).		
Tuesday March 20 11:00 A.M.	PRESS PREVIEW OF READY-TO-WEAR Bergdorf Goodman will preview their ready-to-wear originals to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday March 20 11:00 A.M.- 4:00 P.M.	PREVIEW: WORK BY TOULOUSE-LAUTREC Showing of paintings, posters, lithographs and drawings by Toulouse-Lautrec. <u>Members' preview</u> Tues., March 20, 4:00-11:00 P.M. Open to public March 21- May 6. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET 3RD FLOOR
Tuesday March 20 12:30 P.M. Luncheon	SHOWING OF IMPORT ORIGINALS & COPIES Gimbels' imports and copies will be shown during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000, Ext. 123. Also, customer showing on Gimbels' 3rd floor Boutique, March 19 at 6:00 P.M. and March 21 at 2:00 P.M. Gimbels' Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	HOTEL PIERRE BALLROOM
Wednesday March 21- March 22 9:00 A.M.- 5:00 P.M.	PRESS PREVIEW OF FALL FABRICS William Skinner will present their Fall 1956 collection of silk and satin fabrics. For fashion and home sewing editors, by invitation only. Contact: Judith Mortenson at Ellington, MU. 7-4300.	WILLIAM SKINNER & SONS (12 W. 40TH STREET)	ELLINGTON & CO. 535 FIFTH AVE.-8TH FL.
Wednesday March 21 12:30 P.M. Luncheon	SPRING BRIDAL FASHIONS AT LUNCHEON Jay Thorpe will present Spring and Summer bridal fashions. Jewels by Cartier. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Jay Thorpe Publ.: Rasponi Assoc., TE. 8-8171. Produced by Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL AMBASSADOR BALLROOM
Wednesday March 21 12:30 P.M. Luncheon	SPRING FASHIONS FOR TALL GIRLS Spring fashions for tall girls at luncheon show. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Peg Newton Publicity: Donna Cannon, MU. 7-5447. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	PEG NEWTON (3 EAST 48TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 21 12:30 P.M. Luncheon	SPRING FASHIONS BY SYLVAN RICH Best will present Spring fashions by Sylvan Rich for Martini at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Publ.: Best--Gay Stearns, PL. 9-2000; Martini--Mildred Kaldor, MU. 9-5420. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BEST & CO.	HOTEL PIERRE COTILLION ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday March 21 4:00 P.M.- 7:00 P.M. Cocktails	RECEPTION FOR DIGBY MORTON Preview of Digby Morton's Lady Hathaway Fall shirt collection at continuous showings; and reception in honor of Mr. Morton. By invitation only. Publicity: Janet Laib, MU. 9-4157.	C. F. HATHAWAY CO. (112 E. 40TH ST.)	OVERSEAS PRESS CLUB 35 EAST 39TH STREET
Thursday March 22 9:00 A.M.- 11:30 A.M.	PREVIEW: NEW FABRICS AND WALL PAPERS "March Of Color"--F. Schumacher will preview their new fabrics and wall papers for Spring. By invitation only. Contact: Gladys Coe, LO. 5-5700.	F. SCHUMACHER & CO.	535 MADISON AVENUE SHOWROOM - 2ND FLOOR
Thursday March 22 9:30 A.M. Breakfast	PRESS PREVIEW OF MATERNITY FASHIONS "Have Fun While You Wait"--Macy's Spring and Summer maternity fashions for party and play. By invitation only. Publ: Barbara Gray, CH. 4-2000.	MACY'S NEW YORK	13TH FLOOR EXEC.DINING ROOM
Thursday March 22 12:30 P.M. Luncheon	BOUTIQUE FASHIONS AT LUNCHEON Zita will present her Spring and Summer boutique fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Zita contact: RE. 4-0101. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ZITA, INC. (781 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Thursday March 22 3:00 P.M. And 5:00 P.M.	IMPORTS IN CORDUROY, VELVETEEN AND VELVET Crompton's couture collection will be shown at 3:00 and 5:00 P.M., with Fall fashions from <u>France</u> by--Balmain, Chanel, Desses, Dior, Maxime de la Falaize, Fath, Givenchy, Gres, Griffe, Heim, Lanvin-Castillo, Lecadre-Marnier, Manguin, Patou, Madeleine de Rauch; <u>Italy</u> --Avolio, Emilio of Capri, Fabiani, Fontana, Simonetta, Veneziani; <u>England</u> --Cavanagh, Hartnell, Digby Morton, Ronald Paterson; <u>Dublin</u> --Sybil Connolly; <u>Madrid</u> --Pedro Rodriguez; <u>Vienna</u> --Gertrude Hoechsmann. By invitation only. Publicity: Rosalind Allan at Crompton, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Thursday March 22 5:30 P.M.	SHOWING OF SPRING FASHIONS FOR JUNIORS Open to public. Publicity: Dolores Hartig, TR. 5-7200.	ABRAHAM & STRAUS	3RD FLOOR JUNIOR CENTER
March 26	HOLY WEEK (March 26 - 31).		
Monday March 26 12:30 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Helena Barbieri of Modern Couture will present her Spring and Summer fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Modern Couture Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	HELENA BARBIERI-- MODERN COUTURE	HOTEL PLAZA PERSIAN ROOM
March 27	PASSOVER -- First Day (Tuesday) -- Begins Monday at Sundown.		
Tuesday March 27 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL SWEATERS Preview of Canterbury sweaters and presentation of first Amscot collection designed by Claire McCardell to press and buyers. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	CANTERBURY KNITTERS (1410 BROADWAY)	HOTEL AMBASSADOR TRIANON ROOM
March 30	GOOD FRIDAY.		

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK CITY

Saturday March 31 2:00 P.M.	TENTH ANNUAL EASTER EGG-ROLLING CONTEST Arnold Constable will present their tenth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children, 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80 ST.)
Sunday April 1 12:45 P.M. Luncheon	SPRING FASHIONS AT EASTER LUNCHEON Gowns by Carrie Munn will be presented at Easter luncheon. Price--\$8.00; contact: Banquet Dept., PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	CARRIE MUNN	HOTEL AMBASSADOR TRIANON ROOM
<i>Handwritten: Savoy Plaza</i> Sunday April 1 1:00 P.M. Brunch	SPRING FASHIONS AT EASTER LUNCHEON "Easter Promenade"--featuring White Shoulders by Evyan; and fashions by Russeks. Showing at 2:15 P.M. Price--\$6.00, contact: EL. 5-2600, Ext. 152. Commentator and publicity: Florence Lord of Russeks, WI. 7-1900.	RUSSEKS FIFTH AVENUE; EVYAN PARFUM	SAVOY PLAZA HOTEL SAVOY & CAFE ROOMS
Sunday April 1 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY "Mists of Time"--a musical cavalcade of fashion with modern hats by John Frederics and fashions by Pauline Trigere, for benefit of Visiting Nurse Service of N.Y. A panel of men from industry, theatre, diplomacy and art will judge hats of guests in audience. Reservations--\$7.50; contact: "Beverly", TE. 8-8000. John Frederics Publ: Joseph Mann, CI. 7-7745. Commentator and Fashion Director: Nola Luxford, TE. 8-8000.	JOHN FREDERICS; PAULINE TRIGERE	HOTEL PIERRE COTILLION ROOM
Sunday April 1 1:00 P.M.- 4:00 P.M. Luncheon	EASTER LUNCHEON FASHION SHOW Dresses--Oleg Cassini; hats--Walter Florell, G. Howard Hodge; shoes--David Evins; gloves--Crescendoe; stockings--Humming Bird; jewels--Trifari; parfums--Evyan; make up--John Robert Powers; flowers--Orchid Haven; children's fashions--Celeste. Price--\$12.50, contact: Martha Palmer at Foundation, 500 Fifth Avenue, OX. 5-5262.	SISTER ELIZABETH KENNY FOUNDATION	HOTEL AMBASSADOR BALLROOM
Sunday April 1 1:00 P.M. Brunch	SPRING FASHIONS AT EASTER SHOW "Champagne and Roses"--Easter fashion show by Seymour Jacobson. Price--\$5.00; contact: Mr. Gilbert, CI. 6-7700. Seymour Jacobson Publicity: Peggy Cantor, CH. 4-3488.	SEYMOUR JACOBSON, INC.	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday April 1 1:15 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY Fashions by Fontana of Rome and hats by Emme will be presented at Easter luncheon for benefit of Judson Health Center. Price--\$8.00; contact: Banquet Dept., PL. 9-3000. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.	FONTANA OF ROME; EMME	HOTEL PLAZA RENDEZ-VOUS ROOM
Sunday April 1 4:30 P.M.- 8:00 P.M.	PARADE OF "DOGS & DOLLS" Annaul Easter party for benefit of animal adoption service of A.S.P.C.A., with a parade of adopted dogs--accessorized by Canine Couturiere. Models will wear hats by Eve Tartar. Commentator: Debra Frye. Price--\$5.00, contact: Mrs. George F. Elliott, PL. 5-1650.	FOR BENEFIT OF A.S.P.C.A.	SAVOY PLAZA HOTEL GOLD SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 2 12:30 P.M. Luncheon	IMPORT COPIES AT LUNCHEON SHOW Copies of French originals; also, boutique fashions by Alice Schweitzer, hats by Kay Durnford, furs by Armand Chene. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Martha Matzner contact: PL. 8-2875. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MARTHA MATZNER (30 EAST 54TH ST.)	HOTEL PLAZA PERSIAN ROOM
Tuesday April 3 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Claire Schaffel gowns; Margaret Cody hats; and flowers by Kathryn Churchill at a benefit luncheon for St. Luke's Hospital Auxiliary. Price--\$7.50; contact: Mrs. Wheadon M. Grant, 136 E. 79th St., RE. 7-6508, Claire Schaffel contact: PL. 5-2521.	CLAIRE SCHAFFEL (558 MADISON AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday April 4 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING Speaker: William T. Snaith, Raymond Lowey Assoc. Commentator & Chairman: Janet Livingstone; Co-Chmn.: Frances Clarke. Prices: \$5.50 (members), \$6.50 (guests). Exhibit from 10:00 A.M.-4:00 P.M.; \$1.00 at door for non-holders of luncheon tickets. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Wednesday April 4 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publ.; Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Thursday April 5 10:30 A.M.	PRESS PREVIEW OF SPRING FURS Gunther Jaeckel will preview their "little furs" for Spring. By invitation only. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	2ND FLOOR FUR SALON
Thursday April 5 12:30 P.M. Luncheon	BOUTIQUE IMPORTS AT LUNCHEON SHOW Helena Rubinstein and Gourielli boutique originals will be presented by Betty Metcalf. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Patrick O'Higgins at Gourielli, EL. 5-2100. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BETTY METCALF BOUTIQUE (16 E. 55)	HOTEL PLAZA TERRACE ROOM
Monday April 9 2:30 P.M.	SUMMER DRESSES BY JERRY GILDEN Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday April 11 12:30 P.M. Luncheon	SPRING FASHIONS BY LENTZ DIMINUTIVES Altman's will present Spring fashions by Lentz Diminutives during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman Publicity: Eleanor Horton, MU. 9-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
Beginning Thursday April 12	OPENING OF ADVANCE FALL COAT COLLECTION By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 15	FEDERAL AND NEW YORK STATE INCOME TAXES DUE.		
Tuesday April 17 4:30 P.M. Cocktails	"GOOD DESIGN FOR WASHABLE WOOLENS A competition among garment manufacturers--"Good Design for Washable Woolens"--sponsored by Sanforlan of the Sanforized Division of Cluett, Peabody & Co. All entries will be presented at a 5:00 P.M. fashion show for buyers and press, by invitation only. Publicity: Bess Williams at Young & Rubicam, MU. 9-5000.	SANFORLAN (CLUETT, PEABODY & CO.)	HOTEL PIERRE GRAND BALLROOM
Wednesday April 18 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS Eighth Annual Brand Names Retailer of the Year Award will be presented at a dinner, with Vice-President Richard M. Nixon as principal speaker. Price: \$25.00. (Brand Names Week, April 15-21.) Contact: George Hallock or Nathan Keats, MU. 5-0888.	BRAND NAMES FOUNDATION (437 FIFTH AVENUE)	WALDORF-ASTORIA BALLROOM
Thursday April 19 9:30 A.M. Breakfast	FALL KNITWEAR BY RITA JACOBS Joseph Guttman will preview Fall knitwear, designed by Rita Jacobs. By invitation only. Publicity: Donna Cannon, MU. 7-5447.	JOSEPH GUTTMAN (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Thursday April 19 12:00 Noon Luncheon	HOME FURNISHINGS DIVISION LUNCHEON The Fashion Group will hold its Home Furnishings Division Luncheon. Co-Chairmen: Barbara Lewis of Fox-Lewis; Gertrude Dixson of "American Home". (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Thursday April 19 4:00 P.M. Cocktails	WOMEN'S & CHILDREN'S FALL FASHIONS White Stag will preview their women's and children's fashions for Fall to press and buying offices. <u>Showing at 4:30 P.M.</u> By invitation only. Contact: Barbara McGinniss, BR. 9-1975.	WHITE STAG (1407 BROADWAY)	HOTEL PIERRE ROOF
Friday April 20 8:00 P.M. Dinner- Dance	FIFTH ANNUAL "APRIL IN PARIS" BALL Fifth annual "April in Paris" Ball, a gala dinner-dance for benefit of French Hospital of N.Y. and the American French Foundation charities, with fashions by--Desses, Dior, Fath, Castillo of Lanvin, Givenchy and hats by leading Paris milliners. Sponsored by Air France, Cartier and Coty. Honorary Chairman: Mrs. Dwight D. Eisenhower. Reservations--\$100.00; contact: Mr. Philippe's Office, 301 Park Avenue, EL. 5-5725.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Monday April 23 4:00 P.M.- 7:00 P.M.	PREVIEW OF FALL SHOE COLLECTION Cocktail party to meet Andre Perugia, and showing of Fall shoe collection. By invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7872.	I. MILLER & SONS	350 FIFTH AVENUE SHOWROOM - 71ST FLOOR
Tuesday April 24 10:30 A.M. And 3:00 P.M.	PREVIEW: FALL AND HOLIDAY SHOES Comphies will preview their Fall and Holiday shoes to the press at 10:30 A.M.; and to the trade at 3:00 P.M. By invitation only. (<u>Note Change Of Date.</u>) Contact: Marianne Tater, LO. 4-9495.	COMPHIES, INC.	350 FIFTH AVENUE SHOWROOM - 77TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 24 5:00 P.M. Cocktails	COCKTAIL PARTY BY GUILD MEMBERS The Guild of Better Shoe Manufacturers' cocktail party for press and trade. By invitation only. (Members--Beleganti, Evins, Fox Shoe Co., Jerro Bros., Herbert Levine, John Marino, I. Miller, Newton Elkin, Palter DeLiso, Riviera Shoes, Seymour Troy, Simone, M. Wolf & Sons, Wolsam Ltd., Zuckerman & Fox--will show in individual showrooms all week.) Contact: John Jerro, 40 West 27th St., MU. 4-3191.	GUILD OF BETTER SHOE MANUFACTURERS	SHERRY NETHERLAND CRYSTAL PAVILION
April 29- May 5	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 W. 31st St., WI. 7-9804.		
Tuesday May 1- May 31	SEVENTH ANNUAL LACE FESTIVAL Publ: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Monday May 7 12:15 P.M.; 6:00 P.M.	SUMMER COTTONS BY KAY WINDSOR Saks 34th will present Kay Windsor's "Summer Symphony" cottons at 12:15 and 6:00 P.M. Press invited at 12:15. Publ: Arthur See, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Tuesday May 8 12:00 Noon Luncheon	PREVIEW OF FALL CORDUROY FASHIONS Cone Mills will present Fall fashions in corduroy. By invitation only, to press and buyers. Publicity: Ruth Hammer Assoc., EL. 5-7872.	CONE MILLS (59 WORTH ST.)	HOTEL PIERRE COTILLION ROOM
Sunday May 13	MOTHER'S DAY. Theme: "There's Nothing Too Good For Mom." Contact: Arthur Freeman, 129 W. 30th St., LO. 5-4700.		
Monday May 14- May 19	ANNUAL NATIONAL COTTON WEEK Theme: "Pick Your Cottons Now"--26th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR. 9-4920.	NATIONAL COTTON COUNCIL (112 WEST 34TH STREET)	THROUGHOUT THE COUNTRY

Beginning Monday May 14- May 25	OPENING OF FALL DRESS COLLECTIONS The following members of the FOGA will open their Fall collections earlier this season, with majority opening week of May 14: LARRY ALDRICH CO., INC. BEN BARRACK, INC. HARVEY BERIN LTD. WILLIAM FOX, INC. ED GERRICK, INC. A. GOODMAN & CO. GRABOIS	FASHION ORIGINATORS' GUILD OF AMERICA, INC. JACK HORWITZ ASSOCIATES NAT KAPLAN, INC. DAVID LEVINE CO. ROSALIE MACRINI-- (BARBARA COSTUME CO.) PAUL PARNES CORP. BEN REIG, INC.	MANUFACTURERS' SHOWROOMS RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC. SAMUEL WINSTON, INC.
Contact: Leonard Gendler, FOGA Exec. Secy, 1440 Broadway, CH. 4-6945.			

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.			
Beginning Monday May 21- May 23	ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. KANE WEILL ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC.	. . . 550 Seventh Avenue. . . . 550 Seventh Avenue. . . . 498 Seventh Avenue. . . . 498 Seventh Avenue. . . . 550 Seventh Avenue. . . . 550 Seventh Avenue.	BR. 9-9600 PE. 6-6909 LA. 4-2577 LO. 5-3041 LA. 4-6691 LA. 4-9724

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Monday
March 19 NINETEENTH WEEK: METROPOLITAN OPERA MET OPERA HOUSE, 39TH ST. & B'WAY
Mon., March 19: Moussorgsky's BORIS GODUNOV. Tues., March 20: Puccini's MANON LESCAUT. Wed., March 21: Mozart's THE MAGIC FLUTE. Thurs., March 22: Strauss' DER ROSENKAVALIER. Fri., March 23: Mozart's COSI FAN TUTTE. Sat., Mat., March 24: Wagner's PARSIFAL. Sat., Eve., March 24: Verdi's IL TROVATORE. Publicity: Francis Robinson, PE. 6-1200.

Tuesday
March 20 FOURTH & FINAL WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Tues., March 20: JEUX D'ENFANTS, THE STILL POINT, PAS DE TROIS (MINKUS), BOURREE FANTASQUE. Wed., March 21: SERENADE, FIREBIRD, AFTERNOON OF A FAUN, WESTERN SYMPHONY. Thurs., March 22: FOUR TEMPERAMENTS, ILLUMINATIONS, PAS DE TROIS (GLINKA), THE CONCERT. Fri., March 23: SERENADE, PRODIGAL SON, PAS DE DIX, PIED PIPER. Sat., Mat., March 24: SWAN LAKE, THE STILL POINT, AFTERNOON OF A FAUN, FANFARE. Sat., Eve., March 24: SERENADE, SYLVIA PAS DE DEUX, FIREBIRD, WESTERN SYMPHONY. Sun., Mat., March 25: SWAN LAKE, SOUVENIRS, ALLEGRO BRILLIANTE, BOURREE FANTASQUE. Sat., Eve., March 25: FOUR TEMPERAMENTS, SCOTCH SYMPHONY, SYLVIA PAS DE DEUX, WESTERN SYMPHONY. Publicity: Phillip Bloom, CH. 4-5185.

Tuesday
March 20 OPENING: "THE BEAUTIFUL CHANGES" PRESIDENT THEATRE, 247 W. 48TH STREET
Theatre Libre Company will present a new play, written and directed by Howard Liebling, featuring Ruth Altshul, Daniel Gordon, Joseph Kerrigan. Designed and lighted by Kenneth Lloyd Mapes. Publ.: Joe Burstin, PE. 6-2340.

Thursday
March 22 PREMIERE: "SERENADE" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET
Mario Lanza, Joan Fontaine, Sarita Montiel and Vincent Price will star in Warner Bros. story about an opera singer. Producer: Henry Blanke. Director: Anthony Mann. Costumes: Christian Dior, Hattie Carnegie, Howard Shoup, Stella. Warner Publicity: Eve Siegel, CI. 6-1000. Music Hall Publicity: Fred Lynch, CI. 6-4600.

Thursday
March 22 OPENING: "MR. WONDERFUL" BROADWAY THEATRE, 53RD ST. & B'WAY
Sammy Davis, Jr. and the Will Mastin Trio in a musical comedy produced by Jule Styne and George Gilbert, with Lester Osterman, Jr. Director: Jack Donohue. Featuring, Jack Carter, Pat Marshall, Olga James and Chita Rivera, Hal Loman and Malcolm Lee Beggs. Book by Joseph Stein and Will Glickman. Music and lyrics by Jerry Bock, Larry Holofcener and George Weiss. Settings: Oliver Smith. Costumes: Robert Mackintosh. Additional gowns by Gina of Edward Abbott. Lighting: Peggy Clark. Publicity: Jack Toohey, CH. 4-5452.

Monday
March 26 OPENING: "THE LITTLE GLASS CLOCK" GOLDEN THEA., 252 WEST 45TH ST.
Eva Gabor and Reginald Gardiner will star in a new comedy by Hugh Mills, with Bramwell Fletcher, George Curzon, Lloyd Bochner, Robert Carroll, John McGiver. Produced by Richard Aldrich and Richard Myers, in association with Julius Fleischmann. Director: Alan Schneider. Setting and costumes: Cecil Beaton. Publicity: Bryam-Perlman, CI. 5-9125.

Tuesday
March 27 PREMIERE: "PATTERNS" (Movie) MAYFAIR THEA., 7TH AVE. & 47TH STREET
Van Heflin will star in a drama about big business with Ed Begley, Everett Sloane, Beatrice Straight, Elizabeth Wilson. A Jed Harris-Michael Myerberg Presentation, released by United Artists. Director: Fielder Cook. Costumes: Mary Merrill. U-A Publicity: Tess Michaels, CI. 5-6000.